

[ Coming in the May/June issue of *Bethesda Magazine* ]

# ASK THE BEAUTY EXPERTS

*Great for salons and spas, cosmetic surgeons, dermatologists, cosmetic dentists, and beauty-related retailers!*

Space  
Reservation  
Deadline:  
March 16

Introducing **Ask the Beauty Experts**, a special print and online advertising section in which you will answer questions about beauty-related topics and **demonstrate your expertise** to *Bethesda Magazine's* 60,000 plus readers and online audience.

An **Ask the Beauty Experts** ad will contain your name and address, a photo of you, and **your answers to one or two questions** (depending on the size of the ad). You provide both the question and the answer, so you can address a topic(s) that you believe will be of interest to prospective customers/clients/patients.

Producing your **Ask the Beauty Experts** ad is **hassle free**. We'll take the photograph and you simply provide us with the copy.

The **Ask the Beauty Experts** ads come in **two sizes**: full page (two questions, up to a total of 400 words) and half page (one question, up to 200 words). The ads will appear in the May/June issue of *Bethesda Magazine* and, if the online version is purchased, on [BethesdaMagazine.com](http://BethesdaMagazine.com) for one year.

By running an **Ask the Beauty Experts** ad, you will be able to **engage with *Bethesda Magazine's* readers** like never before.

**Don't delay. Placement in the section will be on a first-come, first-served basis.**

## Ask the Beauty Experts



### NATHAN'S SALON

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Para Estetica Medica  
1234 Somerville Drive  
Pokane  
301-417-2244  
[www.pennyskarupa.com](http://www.pennyskarupa.com)



### DANA CONNOR, SOFT TOUCH SPA

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Elements Massage  
1234 Somerville Drive  
Pokane  
301-417-2244  
[www.pennyskarupa.com](http://www.pennyskarupa.com)

We have all the answers to your beauty-related questions.

sample

Special Advertising Section

### DR. CATHERINE SMITH, COSMETIC SURGEON

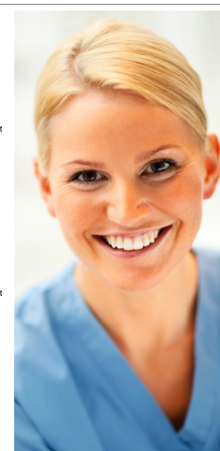
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Dr. Catherine Smith  
159 Wilshire Lane  
Rockville  
301-123-4564  
[www.catherinecosmetic.com](http://www.catherinecosmetic.com)



To learn more, please contact  
**PENNY SKARUPA** at 301-309-6931 or  
[penny.skarupa@bethesdamagazine.com](mailto:penny.skarupa@bethesdamagazine.com).

## RATES

Rates for **Ask the Beauty Experts** advertisers that are not running a display ad in the May/June issue of *Bethesda Magazine*:

Print Only	Print and Web**
Full page \$2,095	Full page \$2,695
½ page \$1,495	½ page \$2,095

Rates for **Ask the Beauty Experts** advertisers that are also running a display ad in the May/June issue of *Bethesda Magazine*\*:

Print Only	Print and Web**
Full page \$1,095	Full page \$1,695
½ page \$ 795	½ page \$1,395

\* Ad must be ¼ page or larger to get these rates. Ask the Beauty Experts ads do not count towards frequency in regular ad contract.

\*\*The web version, if purchased, will be on [BethesdaMagazine.com](http://BethesdaMagazine.com) for one year.

**Bethesda**  
MAGAZINE